Hands On®

November/December
2006

issue no. 6

The Newsletter of the American Massage Therapy Association

AMTA Board Focuses on Improved Communication, Accountability

The AMTA Board of Directors held its annual fall meeting on October 9-10, before National Convention in Atlanta. In this meeting the board made numerous decisions that support the association's goals to improve member satisfaction and build professional competency.

AMTA's FY07/08 strategic focus on member loyalty is about increasing member value through improvement of the member experience at all levels. AMTA wants to build a vibrant culture based on collaboration and service. As part of this effort, the board took steps to improve the volunteer experience at chapter and national levels, to update accounting and election policies, and to further define the culture of the association.

A key part of improving the member experience is to increase the value of the relationship members have with chapters. To help with this, the board approved revisions to the AMTA awards program, to recognize all chapters that meet standards of excellence in delivering service to members. The board also authorized the Governance Committee to review ways to improve chapter procedures for nominations and elections, as well as ways to adapt chapter structure to deliver high-quality services to members quickly and effectively.

To enhance its interaction with chapters, national volunteer groups and the Massage Therapy Foundation, the board approved an action plan from the Board Assessment Workgroup. The workgroup has listened to national and chapter volunteers' opinions about their relationships with members of these groups, and using that information, will work on strengthening communication.

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Professional Competency and Research Literacy

In its conference call in July, the board decided to continue AMTA's strategic focus on professional competency into FY07/08. A vital part of professional competency is research literacy, which can be defined as the ability to find, understand and critically evaluate research evidence for application in professional practice. At the annual fall meeting, AMTA staff reported to the board on the action plan it developed to promote of research literacy among members. The goals of this plan are to:

- Increase understanding of the value of scientific research.
- Explain the connection of scientific research to establishing a widely-accepted body of knowledge for the profession.
- Publicize the importance of current research being conducted.
- Increase understanding of how the Massage Therapy Foundation advances the profession through scientific research.

The future AMTA envisions for massage therapy includes strengthening the scientific basis upon which massage therapists perform their work. The Research Literacy Plan will work toward that future in the coming year.

Surveys Track 10 Years of Growth in Use of Massage

AMTA recently completed its 10th annual Massage Therapy Consumer Survey. This survey quizzes consumers on their use of massage and views of massage therapy, and helps AMTA track the growth of massage as an accepted part of people's routine health care and well-being.

More than 1 in 6 American adults had a massage in the past year—25 million more Americans than 10 years ago, according to AMTA's surveys. When AMTA began commissioning these surveys in 1997, only 8 percent of adults said they had a massage in the past year. In 2006, 18 percent said they had a massage in the past year.

In the past, relaxation was the leading motivator for massage, but increasingly Americans are looking to massage therapy for injury recovery, pain relief and management, headache control, and overall health and wellness.

In this year's survey, 40 percent of adults said they have had a massage at some time to relieve pain. Thirty percent of people who had a massage in the past five years did it for health reasons other than stress relief. Fifty-three percent of those who discussed massage with their health care providers said their doctor recommended they get massage therapy.

Younger people indicate that massage can be a valuable part of their personal health routine. This year, 72 percent of respondents aged 18 to 24 disagree with the idea that massage is just a luxury. Ninety-two percent say they believe massage can be an effective way to relieve pain, while 48 percent have already had a massage to relieve pain.

Older Americans are increasing their use of massage as well. Annual use has tripled over the past 10 years for those aged 55 to 64, from 7 percent in 1997 to 21 percent in 2006, and for ages 65 and up, from 4 percent in 1997 to 12 percent in 2006.

Ten years of data show not only that the general use of massage has increased, but also that public understanding of its benefits has grown. Americans of all ages are having massage more often, and that's a big step toward AMTA's long-range goal for AMTA members to be the choice for massage as a routine part of society's health and well-being.

Hands On
The Newsletter of the American Massage Therapy Association

November/December 2006

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Information contained in *Hands On* does not necessarily reflect the opinions or beliefs of AMTA and/or the staff of *Hands On.* AMTA, founded in 1943, is the oldest and largest nonprofit, national, professional organization serving massage therapists in the United States, Canada and 27 other countries.

Membership in AMTA is open to all qualified individuals regardless of race, creed, national origin, gender, age, marital status, religion, sexual orientation or physical handicap.

Mission: To serve AMTA members while advancing the art, science and practice of massage therapy.

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PRESIDENT'S LETTER

"The best way to predict the future is to create it."
– Peter Drucker

Are you creating the future you want?

While it may be common for you to make and maybe even write down resolutions for yourself around the New Year, my time has always been around my birthday, which is in November. My philosophy is that I have lived another year of my life—am I creating the kind of life I want?

I take time to reflect upon my year to see what accomplishments I've made and what adjustments I need to make. In this process I can create the best now for myself and a future in which I focus on the things that matter most to me.

Did you know that your AMTA leadership team also goes through this yearly process? In June, we have a retreat to reflect on the achievements of the year and look to the future to set a plan for the upcoming year. This year, we examined the results of a membership loyalty survey, which tells us what matters most to you, and helps us be proactive in serving you better.

Before we implemented the yearly reflection process, we created and refined a plan for the future direction of AMTA. With a lot of teamwork, our big goal is that AMTA members will be the choice for massage as a routine part of society's health and well-being.

Along with this big goal we also have vivid descriptions of the future of AMTA which spans how massage, the power of touch and the profession of massage therapy will look in 10 to 30 years.

We will persistently pursue the AMTA mission of serving members while advancing the art, science and practice of massage therapy. We will do so as we remain solid in the essence of our core values of community, excellence, professional standards, being member-driven and believing that massage benefits all. You can find the full future directions on the AMTA website at www.amtamassage.org/about/FutureDirections.html.

My hope is that, in knowing that AMTA has a plan for success, you will have confidence in the association, its leaders and staff, you will be inspired to map your own plan for success, and that you are proud to be an AMTA member!

I leave you with these questions: What kind of reflection process do you have for yourself and your practice? And, what kind of future are you creating for yourself?

Make today your best,

Mary Beth Braun
AMTA President

AMTA National Convention

Here is a look at AMTA's National Convention at the Hilton Atlanta, October 11–14, 2006. See *Hands On* January/February 2007 for full coverage of National Convention.

Top: The AMTA Georgia Chapter provided hospitality tables with plenty of information on attractions in and around Atlanta.

Top right: A demonstration of stone massage techniques at one of the convention's many sold-out continuing education sessions.

Above: This year's Exhibits Marketplace was the largest ever, with 110 exhibitors. Extended exhibit hours allowed visitors to take their time exploring the variety of products and services on display.

Above right: The registration desk was kept busy, with 1,111 preregistered attendees and 57 more who registered at the convention.

Below: AMTA 25-year members Raul and Estrellita Izquierdo (FL) take a spin on the floor at Saturday evening's dinner dance.

Above: (left to right) AMTA Executive Director Elizabeth M. Lucas, CAE, Massage Therapy Foundation President Diana L. Thompson (WA) and AMTA President Mary Beth Braun (IN) at the 2006 Annual Business Meeting and AMTA Awards Ceremony.

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fingerprints

Children learn about healthy touch through Nicole Mann's (PA) peer-massage program.

Member Teaches Children Healthy Touch through Massage Therapy

After teaching at a preschool for several years, Nicole Mann (PA), CMT, knew she wanted to work with children in some way. At naptime at the school, the children received a back rub with a story or song to help them fall asleep.

"I was not a massage therapist at the time," Mann says. "I was simply employing the tools many parents use to soothe their children."

The time at the preschool stuck with Mann, and after graduating from massage therapy school, she knew she wanted to combine her love of childcare and massage. Today, Mann runs a program and travels to various schools teaching and providing healthy touch to children of all ages.

"I recalled an article a classmate had given me about Solveig Berggren's work with peer massage in the classrooms of Sweden," Mann says. "She and her colleague, Lorraine Tolley, had developed the BETTER Program (Behavior Enhancement Through Tactile Touch). Due to the concern some have in regards to any kind of touch from adult to child, I knew the peer-to-peer aspect of the program would be perfect for what I wanted to accomplish—to give all children a sense of healthy touch, teaching respect for self and others, relaxation, and affirmation, all while having fun," Mann says.

The program usually begins with dancing to a song so the children can feel the different muscles of the body and how they move. Other times, as at a recent grief camp, Mann starts with a meditation to help the children relax. Then they discuss the two rules of the program: 1) they do not have to give or receive massage if they do not want to, and 2) they can stop giving or receiving massage at any time.

Once the children are clear with the boundaries, they start giving massages. All massage is done through clothing on areas like the back and hands. Some children are comfortable with face massage. Sometimes songs or stories add to the fun. Circular palm motions become the sun in "The Itsy, Bitsy Spider," and fingertips are rakes and rain in "Mrs. Spitzer's Garden," which the children often sing along to.

"The children love learning how to give each other these little massages. Rather than being told not to touch, they are being *shown how to touch respectfully*," Mann says. She also says children are the greatest spokespeople for the program.

"One young girl proclaimed when I introduced my profession, 'We know who you are. You're the lady who helps people relax.'"

Volunteer for Your Association

Get involved with AMTA and enjoy the full benefit of your membership! As a volunteer you'll have the chance to:

- Give back to your profession.
- Network with fellow professionals.
- Expand your personal and professional horizons.

AMTA makes it easy for you to get involved through the Volunteer Development Center. Log in at www.amtamassage.org and click on "Volunteer Development Center." Then click on the "National Volunteer Database" link. You can search the online database for chapter and national positions, or post an online resume and we'll match you with an opportunity based on your interests, experience, and available time.

If you have any questions contact Melissa Spani, volunteer development assistant, at mspani@amtamassage.org or toll-free 877-905-2700, ext. 189.

Two Groups Join to Promote Education & Healing

On Saturday, July 29, massage, polarity and aesthetics practitioners from SpaTech Institute (MA) participated in A3D, Inc. (African Development Through Drum and Dance), to raise money for the Kathie Filsinger Foundation. This foundation honors the legacy of Filsinger, the admissions director at the Institute, who passed away last year from ovarian cancer.

The group offered massage and polarity chair sessions, hand treatments and makeup in exchange for a small donation to the foundation, which raises money for scholarships for those interested in pursing careers in the healing arts. A3D, Inc., which raises funds to send computers to a school, a job training facility and a health care facility in Senegal, West Africa, welcomed the chance to support the Kathie Filsinger Foundation in their similar goal of promoting education and healing.

By the end of the fest, the SpaTech participants had raised $1,375 for a scholarship to the school. Their goal is to raise $10,000 by the same time next year.

For more information about the Kathie Filsinger Foundation, visit www.nhffoundations.net/KathieFilsinger. For more information about A3D, please visit www.a3dinc.org.

Volunteer massage, polarity and aesthetics practioners from SpaTech Institute (MA) raised nearly $1,400 for the Kathie Filsinger Foundation.

Meet a Member

Name: Wes Steffen

Location: Wheaton, Illinois

Member since: 1989

Q: What's your area of specialization?

A: In my practice I emphasize specific detail work for clients with chronic or ongoing health conditions. For example, I've worked with several clients who have suffered closed cranial injury. This work involves a difficult therapeutic process because of the neurological damage and changes that have an effect on the systems of the body.

I use a blend of modalities to address specific issues and problems. I look at the whole body to understand what is going on in any one area. If a client suffers from chronic migraines, I'll do a postural evaluation, looking at the feet, the knees, the hips, on up to the head to gather clues on how to release the tension patterns contributing to the migraines.

I draw heavily on the work of Paul St. John's Neuromuscular Therapy (NMT) but also use craniosacral work and Electro Therapeutic Point Stimulation, as well as the more conventional deep tissue and Swedish massage and joint mobilization. Each client is a unique learning experience, whether she's an infant or someone who has had chronic pain all his life. It's such a satisfaction to hear someone say, "Wow, for the first time in 10 years I don't have that pain anymore!"

Clients come to me primarily through a referral network of satisfied clients and also doctors and other practitioners who are familiar with my work.

Q: How important is continuing education to your practice?

A: When you first graduate from massage school you think you know a lot, but really you just have the basics. With hands-on experience and regular continuing education, you begin to develop your skills into an art form, deepening your understanding of the body and how to apply the skills you have. It's an exponential growth—what you learn in one class can not only teach you a new skill, but enrich all of your work. For example, I find that craniosacral and NMT complement and enhance each other and are much more effective together than either modality on their own. Each new class I take opens up a whole new vista for me.

Q: What led you to the practice of massage therapy?

A: I spent 25 years as a missionary in South America, primarily in Bolivia. My family and I returned to the United States to get special education for our youngest son.

I have a genetic condition, retinitis pigmentosa, that eventually leads to blindness. I decided to train in a new profession, massage therapy, because I knew no matter what happened to my eyesight, I'd still be able to work. I guess you could say that to spirit and soul, I added the body.

Q: How long have you been a massage therapist?

A: I had my training in 1988–1989 and have been practicing ever since. I started out doing contract work in different settings, but I've had my own location since 1994. As a practice, we recently did our 40,000th session—the client got a free massage!

To learn more about Steffen and his practice, please visit his website at www.healthcarePRN.com.

Do you know a member therapist who should be profiled in Meet a Member*? Write us at HandsOn@amtamassage.org!*

AMTA's Online Training—A Smart Choice

Lifelong learning is an essential part of your successful practice. AMTA makes it convenient to keep up your education with our Center for Continuing Education site at www.amtamassage.org/cont_edu.html.

Come see what's been added to our online training in the past few months! Follow the link from the Continuing Education site, or go directly to www.amtaonlinetraining.org. Current offerings include:

- Tracy Walton's two-part **mtj** cancer series, worth a total of 5.5 contact hours.
- "Relieving Sciatica," by Tim Agnew—you loved it in **mtj**; now it can earn you contact hours!
- Two more courses authored by Bob King.

Be sure to check back often for more course updates, because there are exciting additions in the works:

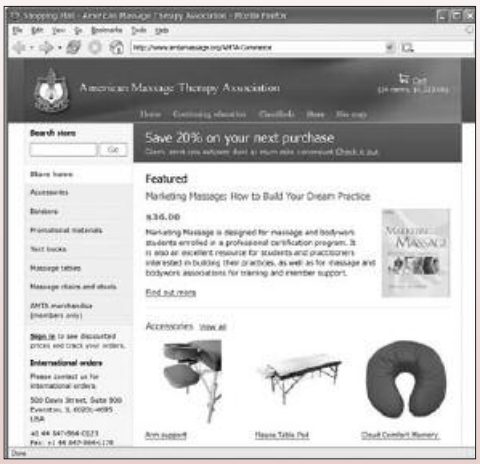
- A course about proper body mechanics, by Joe Muscolino, appearing in **mtj** and online in early November 2006.
- More ethics courses, including "The Art of Self-Evaluation," by Jean Middleswarth, due out in February 2007.

All courses are NCBTMB-approved. Each costs just $12 per contact hour for AMTA members and $15 per contact hour for nonmembers. And you can print out a customized certificate after you successfully complete each course!

New to online training? The website is easy to access and navigate, but is separate from the AMTA website so be sure to register first. You can also take a free lesson and quiz (click on the demo button) first to see how you like it.

All AMTA Professional Active members must complete 48 clock hours of continuing education every 4 years or provide NCBTMB or NCCAOM-ABT certification for renewal. You can always use the contact hours, so why not go online and try a course today?

Members Save Up to 30 Percent



Take advantage of the special savings that your membership provides! As a member you always get the best pricing on products and events offered through AMTA's website.

In the AMTA Shopping Mall you can buy a massage table for $474, while the nonmember price for the same table is $545. That's a savings of 15 percent through your membership! On other items you'll receive discounts from 10 to 30 percent. See the Shopping Mall insert in this issue for more special pricing you receive as a member.

Here are some other ways you can save with your member discount:

- Take an online course at the AMTA Online Training site—members save 20 percent over the nonmember rate.
- Post your resume or job ad online—no cost for members; nonmembers pay up to $75.
- Post your classified ad online—no cost for members; nonmembers pay up to $75.
- Register early each year for National Convention—members can save up to 22 percent!

Log on at www.amtamassage.org with your member ID and password to enjoy the value these discounts add to your membership.

House of Delegates Approves First AMTA Position Statement

On October 12, 2006, the AMTA House of Delegates (HOD) approved AMTA's first official position statement:

> It is the position of the American Massage Therapy Association (AMTA) that massage therapy can be effective for stress relief.

Toni Roberts (GA), chair of the Position Statements Proposal Review Workgroup, told attendees at the Chapter Presidents' Council meeting that position statements "...give us firm ground from which to speak, because they are backed by research and are consistent with our core values."

Position statements are one way that AMTA members can say what they think their association's public positions should be. The AMTA Board of Directors approved the process for submitting, reviewing and approving position statements in 2003. This year marked the first time a proposal met all criteria and was presented to the HOD.

Position statements are proposed through the HOD, after undergoing recommendation and review. Even though the annual deadline for submission is February 1, you can submit proposals for future consideration at any time through your delegate.

You can review guidelines for submission and see the research behind the first position statement by logging in with your member ID and password at www.amtamassage.org/member/positionintro.html. For help in submitting a proposal, contact Position Statements Proposal Review Workgroup Chair Toni Roberts (toniroberts@bellsouth.net), HODOC Chair Shirley Cooper (Scoopie5@aol.com) or Workgroup Staff Liaison Ron Precht (rprecht@amtamassage.org or toll-free 877-905-2700, ext. 149).

Board Meeting *Continued from page 1*

The board also addressed responsible stewardship of AMTA finances. It authorized a plan by the Chapter Financial Controls Workgroup, which included representatives from the Chapter Relations Committee, the Finance Committee and chapter leadership, to update AMTA's chapter financial controls. This is in accordance with the suggestions of outside auditors for improving accountability.

The board agreed to the creation of an Audit Commission, which will work directly with a third-party auditing firm to oversee future audits at year-end closing. The board also adopted changes to AMTA's volunteer compensation policy, through which AMTA reimburses its national volunteers for some of the time and income they lose because of their volunteer efforts. In addition, the board received a mid-year financial report which showed association revenues somewhat higher than expected.

Maintaining a vibrant culture that can communicate and collaborate is important for the future of the association and its impact on the profession. Accordingly, the board endorsed the creation of a new workgroup to review its core values and behaviors to ensure they are consistent with the unique culture of AMTA. It also accepted outcomes and measures recommended by the Internal Community Relations Workgroup.

Other notables included board approval of a revised candidate recruitment and election policy, effective with the 2008 elections, and acceptance of revised job descriptions for volunteer positions on the Finance Committee, the House of Delegates, chapter boards, and the AMTA Board of Directors.

Voice Your Thoughts on Proposed Bylaw Changes

At its March 2007 meeting, the AMTA Board of Directors will vote on several proposed bylaw changes, including a proposal to modify the entire bylaws. The board is dedicated to improving processes and streamlining procedures for the benefit of members, and recognizes that AMTA's bylaws have been changed too frequently over the years.

Bylaws are the regulations that govern the internal affairs of the association, and they should remain constant with few changes. By moving language that is more appropriate for policies and procedures out of the current bylaws, while also updating the bylaws for consistency, the board hopes to foster a more nimble structure for AMTA and reduce the need for frequent bylaw changes.

You can comment on any proposed bylaw changes. Your opinions are weighed by the board before they make any decisions. To read the full text of all proposed bylaw changes and offer your comments, please visit www.amtamassage.org/member/1006bylawnote.html.

Foundation to Co-sponsor Fascia Conference

The "First International Fascia Research Congress: Basic Science and Implications for Conventional and Complementary Health Care" will take place October 4–5, 2007, at Harvard Medical Conference Center, Cambridge, Massachusetts. This conference is dedicated to fascia in all its forms and functions. The principle topics are mechanical force transmission through fascia and fascial anatomy; matrix and fibroblast biology; force adaptation and response to loading; fascial innervation, nociception and proprioception; fascial research in special populations; a panel discussion of controversies in fibroblast research; and a panel for scientist-clinician interaction and formulation of future research directions.

Sponsors include the Massage Therapy Foundation, Elsevier Health Sciences, Rolf Institute for Structural Integration, Veteran's Biomedical Research Institute, International Association for Structural Integrators, and the School of Integrated Health, University of Westminster, London. The American Massage Therapy Association is one of the supporting organizations for this conference.

Authors are invited to submit papers presenting new results related to research on fascia, due February 15, 2007. Visit www.fascia2007.com for more information.

Announcing the Third Annual Student Case Report Contest

To encourage research literacy and early participation in scholarly research, the foundation holds the Student Case Report Contest. Massage and bodywork students learn to write a research case report and to incorporate research findings into their daily practices. This contest is proving to be a meaningful and enjoyable educational project for participating schools and students alike. Winners are selected by a peer-review process. Case reports must be submitted by March 1, 2007. Visit the foundation website at www.massagetherapyfoundation.org/contest.html for more information.

Massage Therapy Foundation Launches New Database Feature

Live, preformatted PubMed searches are now easily accessible via the foundation website. This exciting new feature allows a user to enter a PubMed search in real time simply by clicking on a subject area of interest. PubMed is a public online database of research articles and is a service of the National Library of Medicine and the National Institutes of Health.

This addition to the Massage Therapy Foundation Research Database™ complements more than 5,000 citations of research literature on therapeutic massage, bodywork and related topics. Glenn M. Hymel, EdD, LMT, foundation vice president and chair of the Database Committee, states, "This feature has dramatically enhanced what the foundation offers … by providing direct access to research abstracts and articles on PubMed in a simple and user-friendly manner." The database is updated quarterly and includes relevant, non-Medline indexed citations.

In response to the needs of therapeutic massage and bodywork practitioners and researchers, the foundation plans to enhance the database as resources become available by:

- Providing abstracts of selected database citations.
- Translating articles in languages other than English.
- Providing systematic reviews.
- Developing meta-analyses of primary quantitative studies.

To perform a live PubMed search via the foundation database, visit www.massagetherapyfoundation.org/pubmedsearches.html.

Learn More about the Foundation

Are you interested in reading about past projects the Massage Therapy Foundation has funded? If so, browse research and community service projects that the foundation has funded since 1993 at www.massagetherapyfoundation.org/grants_past.html.

Hands On Circulation Report

Statement of Ownership, Management, and Circulation (Required by 39 U.S.C. 3685)

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Free distribution *not by mail*	0	0
Total free distribution	84	0
Total distribution	54,116	54,691
Copies not distributed	1,432	544
TOTAL	55,548	55,235
Percent paid circulation	100%	100%

Publication of this statement is required. It will be printed in the Nov/Dec 2006 issue of this publication.

I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including civil penalties).

Jane Seiberling, Editor

education

2007 Calendar

January 25–27
AMTA Council of Schools Leadership Conference and Annual Meeting
Las Vegas, Nevada
Contact: 877-905-2700, ext. 143
hstearns@amtamassage.org

March 3
AMTA Board of Directors Meeting
Chicago, Illinois
Contact: 877-905-2700, ext. 157
gmitchell@amtamassage.org

June 2
AMTA Board of Directors Meeting
Phoenix, Arizona
Contact: 877-905-2700, ext. 157
gmitchell@amtamassage.org

July 12–15
Chapter Volunteer Orientation Program
Evanston, Illinois
Contact: 877-905-2700, ext. 115
mlove@amtamassage.org

September 25
AMTA Board of Directors Meeting
Cincinnati, Ohio
Contact: 877-905-2700, ext. 157
gmitchell@amtamassage.org

September 26–29
AMTA National Convention
Cincinnati, Ohio
Contact: 877-905-2700, ext. 143
hstearns@amtamassage.org

October 21–27
National Massage Therapy Awareness Week
Contact: 877-905-2700, ext. 133
kkarapetian@amtamassage.org

Upcoming Deadlines

December 18, 2006 – March/April 2007
February 18, 2007 – May/June 2007

Hands On welcomes contributions from AMTA members. All submissions must include contact information, and may be edited for space and clarity. *Hands On* does not accept advertisements. Address all correspondence to:

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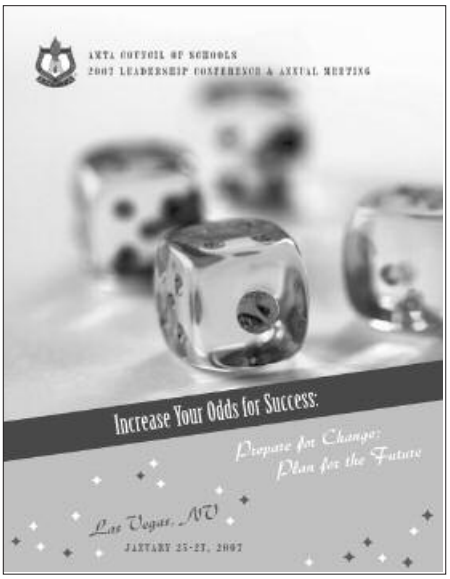
Come Share Your Opinions on the Future of Massage Education

Council of Schools 2007 Leadership Conference

If you're an AMTA School member, mark your calendar! The AMTA Council of Schools will hold its 2007 Leadership Conference and Annual Meeting in Las Vegas, January 25–27. Registration is now open for you to "Increase Your Odds for Success" with your fellow school owners.

The conference will provide school owners and administrators an opportunity to share their experiences and opinions on issues facing massage therapy education and its future direction. Keynote speaker Aviad Haramati, PhD, will share the challenges and opportunities of viewing massage therapy through a medical educator's lens. Presenters for continuing education sessions designed specifically for school owners include Bryan Born, DC, and Susan Schultz, EdD.

At this year's Leadership Conference, school and nonschool members, the Commission on Massage Therapy Accreditation (COMTA), the National Certification Board for Therapeutic Massage and Bodywork (NCBTMB) and the Massage Therapy Foundation will once again convene to share experiences and perspectives on the future of massage therapy education. Exhibitors also will be on hand to show school members the latest in massage education related products.



Register today for the conference attended by every major stakeholder in the massage therapy profession!

For more information about the COS leadership conference and annual meeting, contact Heather Stearns at hstearns@amtamassage.org or toll-free 877-905-2700, ext. 143.

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